Press Release

New York, January 2014

Celebrating 25-year Anniversary of NeoPopRealsim Art Style created by NADIA RUSS in 1989

1989-2014

& 10-year Anniversary of the NeoPopRealist philosophy for happier life created by Nadia Russ in 2004

2004-2014

Tracing the NeoPopRealist movement: Russia, Bahamas, New York City, then, Worldwide…

Twenty five years ago, in her Moscow's apartment, Nadia Russ, aka Nadia Maloletneva, began her serious experiments with ink pen and brush. Knowing the art history and the past artists' achievements (even as a little child, she grew up with the Leonardo da Vinci reproductions on the walls and a small art books library in her home), she had a task to create something that no one else did before in visual arts.

It is wide known that in our regular life, an average person uses only 16 percent of the brain's gray matter. But to do something unique, one must involve more than that. There are many training courses there that teach how to do it, including meditation classes. Many artists simply rely on the drugs or alcohol trying to achieve this state of mind. Intellectual by nature, Nadia Russ made it her way. She followed the advice of the famous in Russia psychologist Anatoly Kashpirovski. In 1989, Kashpirovski had his program on TV. During his TV sessions, the ill people were recovering in a minute; Nadia Russ saw the miraculous disappearing of the scar at her aunt's neck, result of the surgery, after her aunt participated in the Kashpirovski's TV recovery sessions. Then, in 1989, the whole country was literally and figuratively glued to the television sets during his program. One of those TV sessions was dedicated to creative people. Kashpirovski was teaching how to destroy limits and remove restrictions that prevent our brain function in a high creative mode, and to involve more than 16 percent of the gray matter that would help to achieve more unique creative results. In a few words, he explained how to put the gray matter to work so the artist' imagination had no limits. It worked. And today, this information included in every Nadia Russ' art instructional book in a chapter "Get Inspired."

Nadia Russ, Illustration of story in "*Russian Justice*" magazine, ink/paper, 1992

The first NeoPopRealist artworks Nadia Russ created in 1989. She used black ink pen on white paper. In 1992-1994, these her first NeoPopRealist drawings appeared in magazine "***Russian Justice***", illustrating the stories, magazine published monthly. Later, more of her work were featured in many other publications. In 1990, Nadia Russ participated with her drawings in the group art exhibition in Moscow's Manege, the most prestigious exhibition place in Russia, located near Red Square. The following years, she was participating in more group exhibitions and had her solo shows in different countries.

In 1996, Nadia Russ flew to the Bahamas, where she spent 4 years creating and exhibiting art, driving her white convertible Mercedes under Caribbean sun that burns out your brains, swimming with sharks, and eating fish and lobsters.

Eventually, she began to miss the metropolitan city's life and flew to New York City in 2000. The U.S. and NYC met her friendly and surrounded with the land's sharks, who just loved her and everything she does. This love was close to lethal. She survived. But this is another story, which you can read in Nadia Russ' autobiographical book "***DECA-DaNCE,***" ISBN: 978-0615655680.

Nadia Russ was continuing to draw and paint. January 4, 2003, she created a term for her new art style she created in 1989 - NeoPopRealism. The NeoPopRealism art style explores the deep and philosophical themes, combining the brightness and simplicity; it carries the high energy colors and has graphic nature.

In 2004, Nadia Russ created the NeoPopRealist philosophy for happier life with its 10 canons that work. These canons perfectly fit to our contemporary life and can make you feel great about yourself and to be happy. You will find these canons in Nadia Russ' website (www.nadiaruss.com) and in every book she authored.

In present time, the NeoPopRealism art style and philosophy for happier life have got the acceptance worldwide. Art teachers teach NeoPopRealism in the United States' schools (see some links below) and abroad. In Brazil (the 3rd largest country in the world), February 2014, the text book in Portuguese "***Artes – 4° ano – Unidade 2 - Ensino Fundamental I***" will be published by publisher ***Editora Poliedro Ltda***; it will teach NeoPopRealism art style little Brazilians. The copies will be distributed among schools' art teachers. More yet to come!

Nadia Russ, "*Mick Jagger*", ink/paper, 1994

Nadia Russ, "*Girlfriends*", 1993 and "*Jazz*", gouache/paper, 1992

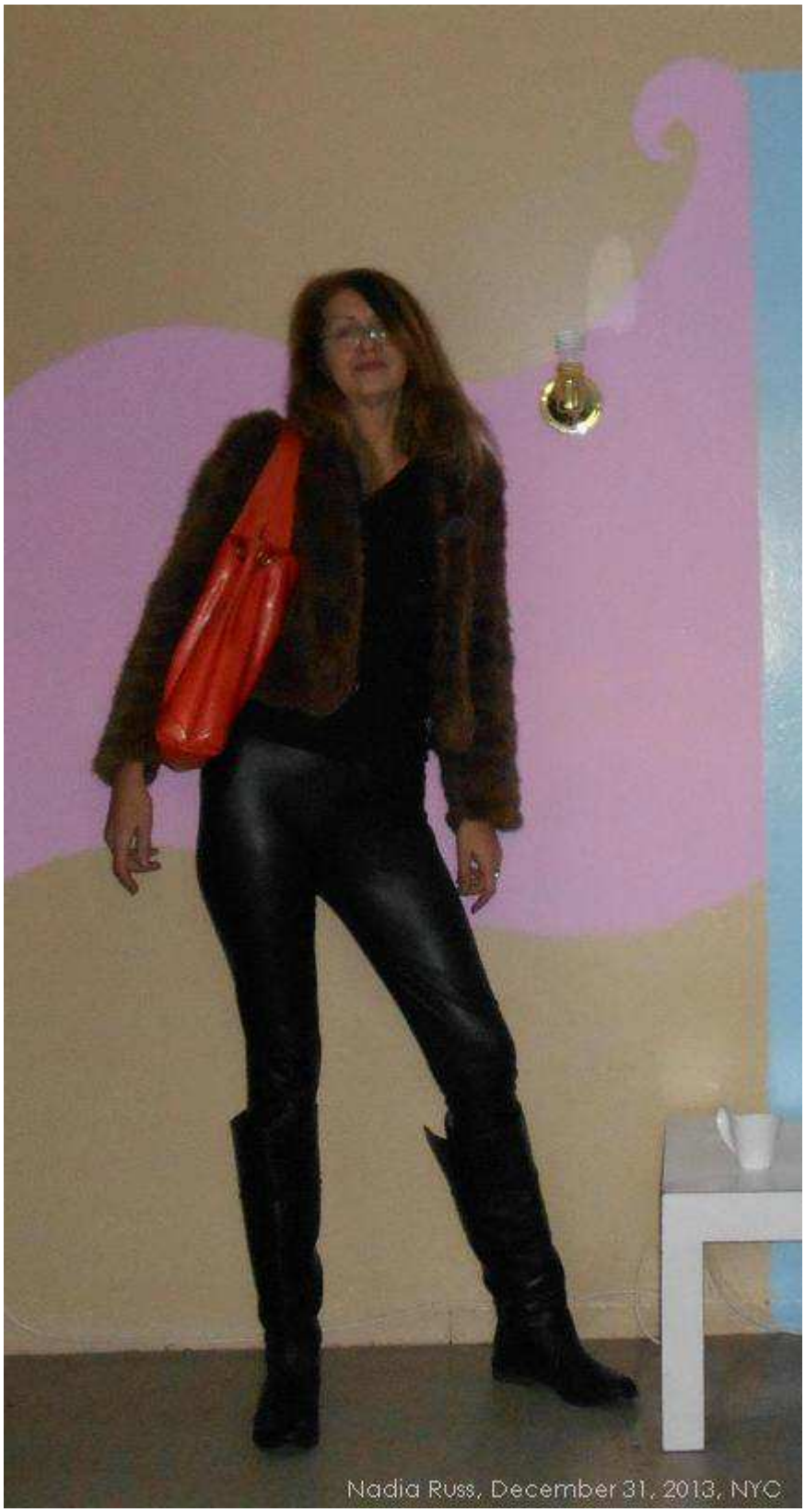
Links:

- Foreman High School, 3235 N. Leclaire Ave. Chicago, IL 60641:
http://foremanhs.org/foreman/attachments/article/568/COLOR%20SCHEMES_SEP24%20(1).pdf

- Bay School, 3200 Minnesota Ave., Panama City, FL, 32405. Student Art of the months - a piece of NeoPopRealism:
http://www.bayschools.com/Portals/33/newsletter/13_14/2013%20December%20----%20both%20pages%20REDESIGN.pdf

- Nadia Russ official website: www.nadiaruss.com

- NeoPopRealism Press official website: www.neopoprealism.org


Nadia Russ, December 31, 2013, NYC